

# PRESS RELEASE

Neureichenau, November 2016

## STAYING CLOSE TO THE CUSTOMER - PARAT GROUP CREATED NEW WEBSITE

Plastics manufacturer PARAT, headquartered in Neureichenau, presents its freshly launched website as a global player. The new web presence [parat.eu](http://parat.eu) with its clear and functional site structure facilitates intuitive navigation and focuses on practical benefit to customers and business partners.

With the current online concept, the company gears its activities towards the needs of modern communication and, concurrently with business growth on a global scale, is getting closer to the customer. In addition to the well-known colors of corporate design, high quality product renderings now dominate the appearance of the website. Showcase projects, presented in a 360-degree view, offer customers a comprehensive guide to the products.

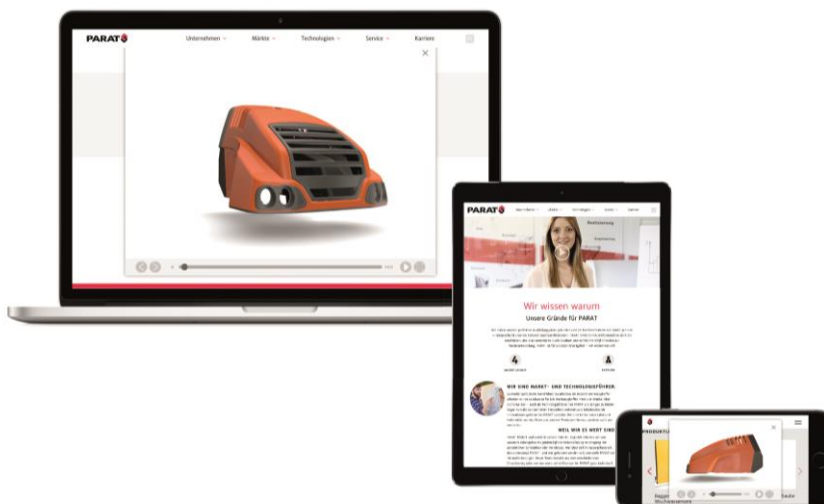
The welcome page provides quick and clear information about the company's expertise, technologies and markets. The Group's profile is displayed in the „Company“ tab, which also gives an overview of various product applications and PARAT's technological expertise and provides insight into how PARAT creates added value. Under the „Services“ menu you will find individual media of all kinds such as brochures, catalogs and press material based on your needs.

The new pages address customers from diverse industries, geared to the target group. According to the search terms entered, visitors reach specific landing pages. These pages – all clearly prepared - are centered on a specific 'theme' or certain offer.

Learn more at: [www.parat.eu](http://www.parat.eu)

### *Caption:*

Clear design and functional structure – this is how PARAT Group presents itself on its new website [www.parat.eu](http://www.parat.eu).



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**About PARAT:**

PARAT is a globally active partner in the field of highly functional plastic trim parts and structural components and a leading manufacturer of tool cases and bags.

The business unit ,safety lamps for professional users' completes PARAT's portfolio. The specialist for plastics, tool cases and safety lamps places increased emphasis on customer-focused development and further improvement of the products.

Responding to customers' wishes is top priority at PARAT when it comes to case solutions. Whether it be trade-specific tool cases and bags for use in industry and small trade, project-specific organizing, storage and transport solutions for service technicians and repairpersons or innovative charging and transport cases for tablets and laptops for education and training.